

ACWA Talking Points  
DWR Listening Sessions  
March 8 and 10, 2010

- Over a year ago ACWA adopted a set of Water Conservation Policy Principles that embraced the Governor's call for or state-wide urban water conservation goal of 20% by 2020.
- ACWA engaged actively in and supported SBX7 7 and is now working to assist water agencies with compliance.
- We see Option 4 as an important contribution to making SBX7 7 work, and during the past two months a diverse group of ACWA members have been striving to develop a proposal for implementation of Option 4. **THIS IS A WORK IN PROGRESS.** We recognize that many water agencies need to evaluate this proposal, and we are working with water agencies to refine it to ensure a workable, implementable alternative target setting method.
- ACWA also sees the need to develop a **targeted financial incentive program** to encourage water agencies to conserve beyond their target levels (whether they used Options 1.2.3 or 4 to set their targets) so that the state will reach the 20% goal.
- We have a draft version of this proposal that we are distributing today to help jump-start DWR's stakeholder process with substantive input. There are several elements of this proposal I would like to mention:
  - It has been drafted by a geographically diverse workgroup
  - The draft is based on, and tied to, the provisions of SBX7 7
  - It is intended to assure that those urban retail water agencies that select Option 4 contribute their "fair share" towards the 20% statewide per capita goal
  - It is based on identification of a "Reference Area" that is an aggregate of attributes of those agencies that implement Option #3 and that represents a strong level of conservation widely recognized. Option #4 agencies would then adjust for their individual ETo and density differences, include 10% CII reduction from Option#2 to establish their target gpcd.
  - The proposal provides the flexibility for local water agencies to meet that goal as prescribed in the legislation

- It encourages regional cooperation in the implementation of the conservation programs
  - Provides a list of suggested proven implementation tools that those opting to select Option 4 may consider
- We want to emphasize the commitment of ACWA to being an active participant in the Option 4 development process and that we look forward to working with our water agencies and other stakeholders to assist DWR in developing a sound, credible and implementable Option 4 path.
- Finally, don't hesitate to contact Dave Bolland, ACWA staff, should you have questions about the ACWA effort on this issue or other water conservation related topics